

06/07/2012

U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office



103645446

SHEET  
15

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

J. Strickland & Co.

- ☐ Individual(s) ☐ Association  
☐ Partnership ☐ Limited Partnership  
☒ Corporation- State: Tennessee  
☐ Other \_\_\_\_\_

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) May 17, 2012

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? ☐ Yes ☐ No

Name: Jinny Beauty Supply Co., Inc.

Street Address: 3587 Oakcliff Road

City: Doraville

State: Georgia

Country: U.S.A. Zip: 30340

- ☐ Individual(s) Citizenship \_\_\_\_\_  
☐ Association Citizenship \_\_\_\_\_  
☐ Partnership Citizenship \_\_\_\_\_  
☐ Limited Partnership Citizenship \_\_\_\_\_  
☒ Corporation Citizenship Georgia  
☐ Other \_\_\_\_\_ Citizenship \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No  
(Designations must be a separate document from assignment)



4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1028316 1122638

Additional sheet(s) attached? ☐ Yes ☒ No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

ZURI

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Mr. Edward Jhin, c/o Jinny Beauty Supply Co., Inc.

Internal Address: \_\_\_\_\_

Street Address: 3001 McCall Drive

City: Doraville

State: Georgia Zip: 30340

Phone Number: \_\_\_\_\_

Docket Number: \_\_\_\_\_

Email Address: ejhin@jinny.com

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$65.00

- ☐ Authorized to be charged to deposit account  
☒ Enclosed

8. Payment Information:

Deposit Account Number: 01/01/2012 AMULLINS 00000025 1028316

Authorized User Name: \_\_\_\_\_ 40.00 OP  
02 FC:8522 25.00 OP

9. Signature:

Linda L Clifton  
Signature  
Linda L Clifton President of

6/5/12  
Date

Name of Person Signing J. STRICKLAND & CO.

Total number of pages including cover sheet, attachments, and document.

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK  
REEL: 004802 FRAME: 0952

### **Trademark Assignment**

This **TRADEMARK ASSIGNMENT** (this "**Assignment**") is made effective as of the 17 of May, 2012, by **J. STRICKLAND & CO.** a TN corporation ("**Assignor**"), and **JINNY BEAUTY SUPPLY CO., INC.** a Georgia Corporation ("**Assignee**").

**WHEREAS**, Assignor is the owner of all of the right, title and interest in, to and under the Zuri® trademark, and the corresponding applications and registrations therefore, together with the goodwill associated therewith (the "**Trademark**");

**WHEREAS**, Assignor and Assignee are parties to that certain Bill of Sale Agreement, dated May 17, 2012 (the "**Agreement**"), which provides, among other things, for the sale and assignment by Assignor to Assignee of all of Assignor's right, title and interest in, to and under the Trademark of the Assignor (the "**Assignment of the Trademark**");

**NOW, THEREFORE**, in consideration of the mutual promises contained in the Agreement, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by Seller, and to confirm the Assignment of the Trademark for purposes of filing the same with the United States Patent and Trademark Office (the "**USTPO**"), the parties hereto agree as follows:

1. **Assignment of Trademark.** Assignor does hereby sell, assign, transfer, convey and deliver unto Assignee, and its successors and assigns, all of Assignor's right, title and interest in, to and under the following:

- a) the Trademark;
- b) any and all registrations and applications for registration of the Trademark; and
- c) any goodwill associated with the Trademark.

2. **Recordation of Assignment.** Assignor hereby authorizes and requests the Commissioner of Patents and Trademark of the USTPO to record each of the Trademark, and title thereto, as the property of Assignee, in accordance with the terms of this Agreement.

3. **Amendments and Waivers.** No alteration, modification or change of this Assignment shall be valid except by an agreement in writing executed by the parties hereto. No failure or delay by any party hereto in exercising any right, power or privilege hereunder (and no course of dealing between the parties) shall operate as a waiver of any such right, power or privilege. No waiver of any default on any one occasion shall constitute a waiver of any subsequent or other default. No single or partial exercise of any such right, power or privilege shall preclude the further or full exercise thereof

4. **Governing Law.** This Assignment shall be governed by and construed in accordance with the law of the State of Tennessee applicable to agreements made and to be performed therein.

5. **Binding Effect; Third Party Beneficiaries.** This Assignment and the covenants and agreements herein contained shall be binding upon and inure to the benefit of Assignor and Assignee and their respective successors and permitted assigns; and nothing in this Assignment, express or implied, is intended to or shall confer upon any other person or entity any rights, remedies, obligations or liabilities under or by reason of this Assignment.


6. **Counterparts; Signature by Facsimile.** This Agreement may be executed in two or more counterparts, each of which shall constitute an original, but all of which, when taken together, shall constitute but one instrument, and shall become effective when one or more counterparts have been signed by each party hereto and delivered to the other party. This Agreement may be executed by any party by the delivery by such party by facsimile or other electronic transmission of a copy of the signature page of this Agreement duly executed by such party. Any copy of this Agreement so executed by facsimile or other electronic transmission shall be deemed to be an originally executed copy of this Agreement.

*[Signature page follows.]*

**IN WITNESS WHEREOF**, the parties have caused this Trademark Assignment Agreement to be executed by their duly authorized representatives as of the day and year first above written.


**ASSIGNOR:**

**J. STRICKLAND & CO.**

By:   
James McKelroy, Executive VP

**ASSIGNEE:**

**JINNY BEAUTY SUPPLY CO., INC.**

By:   
Eddie Jhin, President